



Arts Partner Brand Guidelines

May 1, 2018

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Brand Narrative

Why does Middlesex County exist?

Middlesex County enables municipalities to become more valuable to their constituents by providing services to their residents that only the County can uniquely offer, as well as engaging directly with residents and businesses to improve quality of life and expand opportunities.

What does Middlesex County do?

Middlesex County invests in technology, services and people focused on providing and creating innovation, culture, collaboration and opportunities. The County builds transparency and accountability into management processes to achieve greater efficiency in delivering its services.

How does Middlesex County bring value to the constituents?

- Streamlining the management structure and processes to operate with great efficiency and accountability
- Leveraging our municipality and direct relationships to provide services and solutions to residents, businesses and visitors
- Maintaining strong financial health and stability
- Expanding investment and grants in arts, culture, education and tourism
- Creating targeted educational opportunities via County college and vocational schools aligned with local business needs
- Expanding and promoting parks and green space to enhance attendance and usage
- Making public safety a top priority
- Providing health, human and social services
- Focusing on technology and the connected environment

Size and Placement for all County Logos

Size

The Middlesex County logo should always be at least equal in size to all other logos and / or visual identities with which it appears.

Placement

Do not juxtapose or mix elements of the Middlesex County logo with another logo or brand identifier.

No Middlesex County logo is to be used publicly without gaining prior written consent from the Office of Marketing or from a designated County employee.

The Middlesex County Primary Logo Introduction



The Middlesex County Primary Logo showcases the County’s innovative and forward-thinking approach to ensuring it is a vibrant and progressive place to live, work and visit.

The overall design is based on the concept that Middlesex County is an “intersection” both figuratively and literally in so many ways. The iconic “M” is unique to the brand and supports the efforts to build an easily recognizable visual identity.

The Middlesex County Primary Logo



This is the Primary Logo for Middlesex County and is thus considered the default logo. It is to be used on all public facing County materials.

DESIGN NOTE: When placing the Primary Logo in a design, the logo is to be separated by an area of clear space to ensure that no text or images/logos are too close. The clear space is to be equal to the cap height of the “C” in the word “COUNTY”.

The Middlesex County Primary Logo Approved Versions

The Primary Logo has three approved versions which are listed below.

Four Color:



The preferred version to be used when possible.

Black & White:



The black and white version to be used when it aesthetically looks better on the material.

Reverse:



The reverse version offers another design option and is best used with dark backgrounds.

The Middlesex County Primary Logo with Website Approved Versions

The Primary Logo with Website has three approved versions which are listed below.

Four Color:



www.middlesexcountynj.gov

The preferred version to be used when possible.

Black & White:



www.middlesexcountynj.gov

The black and white version to be used when it aesthetically looks better on the material.

Reverse:



The reverse version offers another design option and is best used with dark backgrounds.

When using a digital version of the County logo, please ensure it is linked to the County website, specifically this URL: <http://www.middlesexcountynj.gov>

The Middlesex County Primary Logo Non-approved Version



The Primary Logo is NEVER to be used without the secondary name “County ♦ NJ” underneath

The M Icon with Middlesex County ♦ NJ



MIDDLESEX COUNTY ♦ NJ

The **M icon** with the secondary line identifies the “M” as part of the Middlesex County brand.

DESIGNER NOTE: Always ensure that the M icon is large enough so that the “Middlesex County ♦ NJ” is legible.

The **M icon without the secondary line** is **only** to be used with approval from the Middlesex County Office of Marketing.



The M Icon with Middlesex County ♦ NJ Approved Version

The M Icon with Middlesex County ♦ NJ has three approved versions which are listed below.

Four Color:



MIDDLESEX COUNTY ♦ NJ

The preferred version to be used when possible.

Black & White:



MIDDLESEX COUNTY ♦ NJ

The black and white version to be used when it aesthetically looks better on the material.

Reverse:



The reverse version offers another design option and is best used with dark backgrounds.

The M Icon with Middlesex County ♦ NJ

Non-approved Versions



Do not stretch the M icon with
“Middlesex County ♦ NJ”
vertically or horizontally

Disclosures and Additional Instructions

Required Disclosure

The following disclosure must be used in all marketing materials and announcements. Credit must read exactly as follows and be no less than 10-point type:

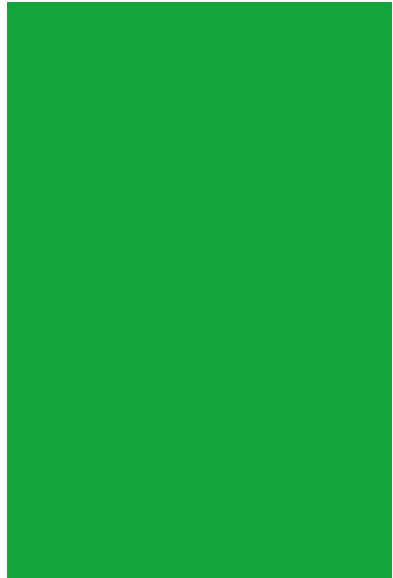
”Grant funding has been provided by the Middlesex County Board of Chosen Freeholders through a grant award from the Middlesex County Cultural and Arts Trust Fund.”

Additional Instructions:

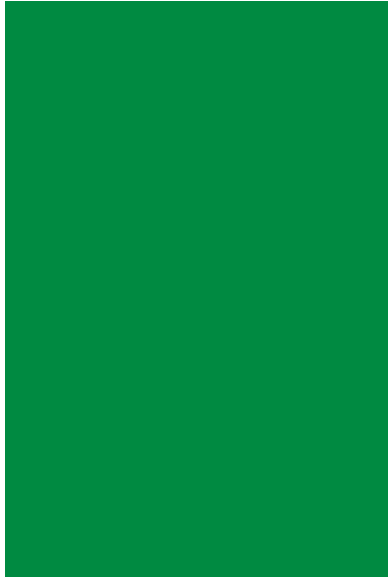
- All spoken credits by representatives of the Grantee appearing on radio and television for promotional purposes longer than 30 seconds must be to the same effect.
- Under no circumstances may the Grantee state or imply that their programs and/or activities are “sponsored” or “co-sponsored” by the County of Middlesex.
- While the proper funding credit must be used for all funder projects, and all programming, the funding credit statement may not be used for any programming, which has not been grant funded.

Primary Color Palette

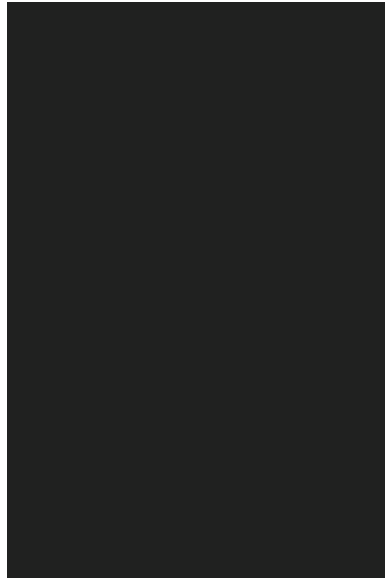
Pantone 362 C



Pantone 348 C



Pantone 419 C



The three primary Middlesex County brand colors are Pantone 362 C, Pantone 348 C and Pantone 419 C.

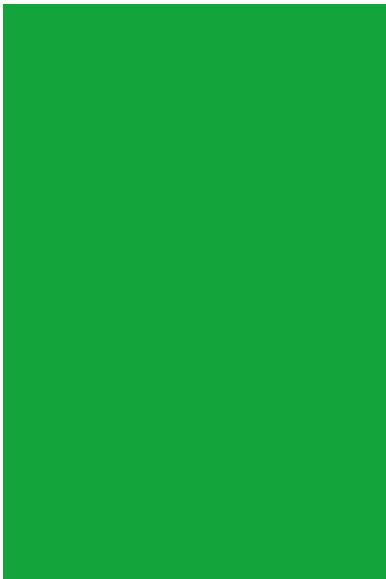
Pantone (also known as Pantone Color Matching System or PMS) is known worldwide as the standard language for color communication. It allows printers and manufacturers in different locations to match to the same color system without the need for sending physical samples.

The Pantone color swatches on this page and the following are for visual reference only, as they are an **approximation** of their associated Pantone colors.

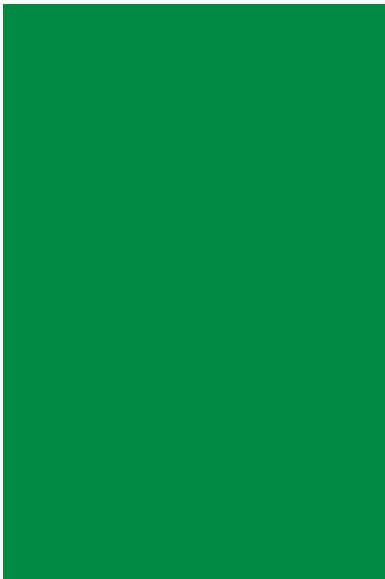
For more information about Pantone colors and their associated CMYK and RGB breakouts, please contact the Office of Marketing.

Complete Color Palette

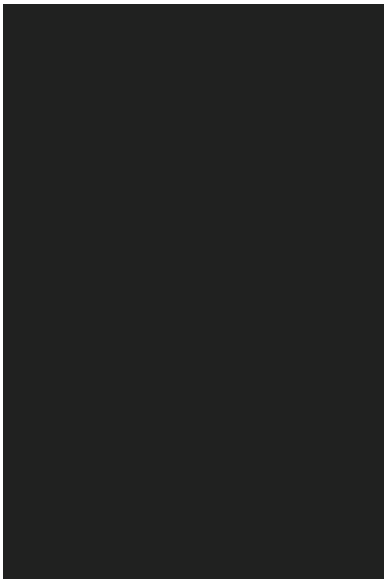
Pantone 362 C



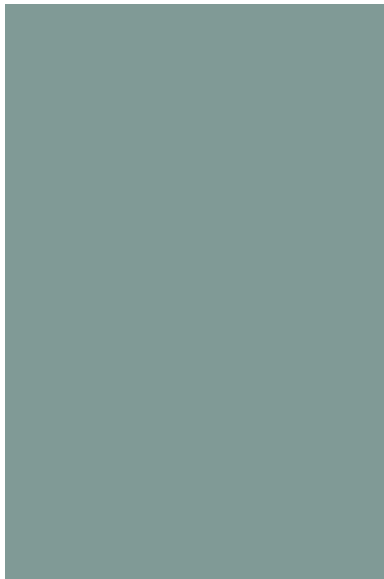
Pantone 348 C



Pantone 419 C



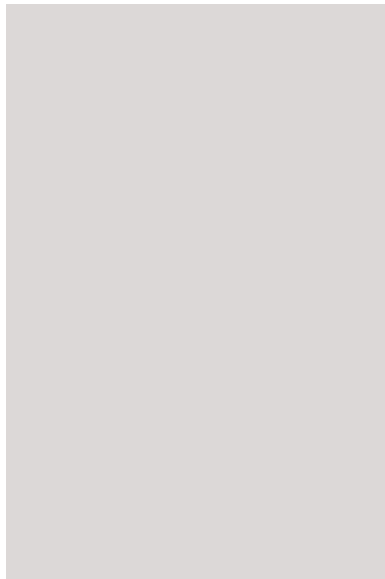
Pantone 5497 C



Pantone 7492 C



Cool Gray 1



Approved Fonts – Primary

PROXIMA NOVA

Bold – Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PROXIMA NOVA

Semibold – Subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PROXIMA NOVA

Regular – Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

To maintain a strong brand, consistency is key. The primary typeface is **Proxima Nova**, which is a sans serif font.

Approved Fonts – Secondary

News Gothic

Regular – Alternate Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

When Proxima Nova is not available, **News Gothic**, which is a sans serif font, may be used as an alternate.

Baskerville

Regular – Body Text (Long Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

For long-form body copy (documents that are longer than 10 pages) a serif font, **Baskerville**, will be easier to read.

Calibri

PowerPoint

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

For PowerPoint presentations, use **Calibri**, which is a sans serif font.

The Middlesex County Seal

The Middlesex County seal will only be used on official documents and buildings, such as:

- Legal documents
- Official documents
- County Flag
- Envelopes for Legal and Official Documents



Middlesex County Office of Marketing

If you have any questions, please contact the Middlesex County Office of Marketing.

Shannon Tambini

Director

Office of Marketing

Administration

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www.middlesexcountynj.gov

MIDDLESEX

C O U N T Y • N J

The logo for Middlessex County, New Jersey, features a stylized 'M' composed of overlapping green and black geometric shapes. To the right of the 'M' is the word 'MIDDLESSEX' in a bold, green, sans-serif font.

MIDDLESSEX

C O U N T Y • N J